

Theories of Learning

Theory	Learning Sequence	How Learning Works	Applications	Theorists
Classical Conditioning	Stimulus ↓ Response	Stimulus / Stimulus association	<ul style="list-style-type: none"> • Therapy • Education • Marketing • Immune suppression 	Ivan Pavlov John Watson
Operant Conditioning	Consequence ↓ Response	Associate Response with a consequence	<ul style="list-style-type: none"> • Education • Parenting • Therapy 	B.F. Skinner Edward Thorndike
Social Learning ↓ Cognitive Learning	observe ↓ model	Vicarious reinforcement Latent Learning	<ul style="list-style-type: none"> • Education • Therapy • Marketing 	Albert Bandura E.C. Tolman